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SPECIFICATION AMENDMENTS:

Please amend the paragraph beginning at page 3, line 3 as follows:

a1
"The present invention is a method and a system for advertising on mobile phones that enables a mobile station user to request advertisements including one or more keywords supplied by the user and optionally based on user location and preferences. Various aspects of the invention are novel, non-obvious, and provide various advantages. While the actual nature of the present invention covered herein can only be determined with reference to the claims appended hereto, certain features, which are characteristic of the embodiments disclosed herein, are described briefly as follows."

Please amend the paragraph beginning at page 9, line 4 as follows:

R2
"User profile/history database 41 includes one or more exemplary rows of data representative of information related to users of mobile stations within the telecommunication system that have been granted authorization from call center 20 to "pull" advertisements to their respective mobile station. In one embodiment, call center 20 utilizes a user profiling routine 100 as shown in FIG. 4 to generate and store a user profile within database 41 for the user of mobile phone 50. Accordingly, to gather user information, call center 20 can offer personal interviews (e.g., face-to-face or telephonically), or accept applications via walk-ins, the mail system, a telephone or an Internet website."

Please amend the Abstract as attached hereto.